DOCUMENT RESUME

ED 391 892 CE 070 743

TITLE	Business, Marketing, and Information Management. Georgia Core Standards for Occupational Clusters.
INSTITUTION	Georgia Univ., Athens. Dept. of Occupational Studies.
SPONS AGENCY	Georgia State Dept. of Technical and Adult Education, Atlanta.
PUB DATE	[95]
NOTE	55p.; For core standards in other disciplines, see CE 070 744-748.
PUB TYPE	Guides - Classroom Use - Teaching Guides (For Teacher) (052)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	Academic Education; *Basic Skills; Behavioral Objectives; *Business Education; Competence; *Competency Based Education; Core Curriculum; *Employment Qualifications; Information Management; *Interpersonal Competence; Marketing; Secondary Education; *Statewide Planning; Thinking Skills; Two Year Colleges
IDENTIFIERS	*Georgia

ABSTRACT

This document lists core standards and occupational knowledge and skills that have been identified and validated by industry as necessary to all Georgia students in business, marketing, and information management programs. First, foundation skills are grouped as follows: basic skills (reading, writing, arithmetic/mathematics, listening, speaking); thinking skills (creative thinking, decision making, problem solving, seeing things in the mind's eye, knowing how to learn, reasoning); and personal qualities (responsibility, self-esteem, sociability, self-management, integrity, honesty). The second section, which lists competencies specific to the business/marketing/information cluster, is organized into the following categories/subcategories: resources (time, money, materials/facilities, human resources); interpersonal (participating as a team member, teaching others new skills, serving clients and customers, exercising leadership, negotiating, working with diversity); information (acquiring, evaluating , organizing, and maintaining information); systems (economics, business, marketing, accounting/finance, management, business ethics, legal, monitoring and correcting performance, improving and designing systems); and technology (selecting and applying technology, maintaining and troubleshooting equipment). Each section includes the following: skill statement(s); performance standard(s); list of occupational knowledge and skills; and code number under which the knowledge/skill is listed in Georgia's career cluster standards. (MN)

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ED 391 892

Georgia Core Standards For Occupational Clusters

Business, Marketing, and Information Management

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Introduction

Concerns about student preparedness for the high performance workforce have spurred the development of national-level skill standards by industry representatives to improve the global competitiveness of U.S. industry. Georgia has taken the initiative at the state level to work with business and industry in identifying core occupational knowledge and skills that offer a framework for career focus in our schools. This career-cluster framework, based on an elevated standard, will afford all students in Georgia's schools the foundation they will need to enter the workforce or to continue occupational specialization and education at the postsecondary level. The concept will also allow students to personalize their learning directions and hasten their preparation in becoming productive citizens.

The Occupational Research Group (in the School of Leadership and Lifelong Learning in the College of Education) at the University of Georgia facilitated for the Georgia Department of Education the development of statewide, industry-validated curriculum standards for academic and occupational skills needed by all students in Georgia. This developmental effort helps meet the goal of establishing a career focusing process in Georgia's schools. These curriculum standards address core knowledge and skill areas common to all program areas, including both school-based and work-based competencies, and are organized around the Georgia Department of Education's five cluster areas or programs of study:

Technical/Engineering
Health Care
Business/Marketing and Information Management
Human Services
Environmental and Agricultural Sciences

The standards for each cluster include the core academic competencies and the non-occupation specific knowledge and skills common to a broad cluster area of occupations. Georgia's skill standards were developed in a systematic manner employing the skills and input of a wide array of stakeholders in the education of Georgians. Phase one of this process involved a thorough investigation of information on existing state and national standards/skills/competencies, professional/trade associations, workforce trends, and acquisition of documents related to skill competencies for each cluster area. The information was compiled into a report on each cluster area for presentation to business/industry Standards Development Teams. This report included a master listing of tasks and competencies identified by other groups, and information on core/basic academic competencies underlying skill performance, organized by the SCANS competency areas.

Phase two of the developmental process featured the establishment of five statewide Standards Development Teams made up of business and industry representatives from across the state, one team for each of the career-cluster areas. Experienced faculty and staff from the Occupational Research Group and the Department of Occupational Studies at the University of Georgia conducted and facilitated meetings. A structured group process was used to review and validate or revise the tasks and competencies from the phase one document. The product of this validation process was then formulated into a survey by project staff and sent to additional business/ industry representatives for each career-cluster for feedback. Next, a grouping of experienced teachers and curriculum specialists from across the state met to review the industry-validated curriculum standards. They identified the supporting academic knowledge and skills for each career-cluster area using the state's Quality Core Curriculum and the graduation exit exam.

The product of our efforts to date is the listing of industry-validated statewide curriculum standards, with core competencies for both work- and school-based knowledge and skills. Because of the continuing changes in occupational skills requirements, an assessment component of the project will be added for reviewing and modifying the career-clusters as necessary.

The standards are an important component of Georgia's School-to-Work Transition initiative and a preliminary step in the adoption of the career-cluster concept. The career-cluster approach to curriculum design is based on the idea that a variety of different occupations/jobs require similar basic skills. It is also based on the belief that certain basic skills and knowledge are essential for all students, regardless of the profession to which they aspire. Students begin by learning these basic common skills; move on to acquire the basic skills necessary for a given group of jobs; then learn the specific applications for a specific job. The career-cluster approach provides school systems with the opportunity to involve larger numbers of students in occupational classes to build a stronger and broader base for further specialization. This broad base makes it possible for individuals to change specialties in the future as job opportunities and/or requirements change and facilitates life-long educational experiences which can enhance individual productivity and happiness.

Acknowledgements

We wish to express our sincere appreciation to those individuals who gave their knowledge, expertise, and time to help produce these curriculum standards materials.

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Business, Marketing, and Information Management Career-Cluster Foundation

Business, marketing, and information management personnel must have the three-part career-cluster foundation comprised of basic skills, thinking skills, and personal qualities. This career-cluster foundation is an integral part of the industry-validated competencies in each identified career-cluster. Related core academic knowledge and skills are the academic foundations which help facilitate effective learning when integrated with the occupational knowledge and skills. For course and program planning convenience the related core academic knowledge and skills section, which includes communications, math, social science, and science, are coded and included in a companion document. This document functions as a source for the code listings cited in the career-cluster standards. The codes can be referenced with the occupational knowledge and skills to develop curricula that integrate these elements into cohesive career-cluster programs of study. This section presents industry-identified common core standards and occupational knowledge and skills for secondary level preparation in Business, Marketing, and Information Management occupations. Computer literacy is a key to almost all the standards.

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Reading

Locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.

Standard: Demonstrates the ability to locate, understand, and interpret written information, especially as it relates to business (i.e., manuals, graphs, schedules, publications) by being able to determine the main idea or essential message; identify relevant details, facts, and specifications; infer or locate the meaning of unknown or technical vocabulary; and judge the accuracy, appropriateness, and plausibility of reports or other writing.

Occupational Knowledge and Skills

- Accesses and uses electronically-produced information
- Interprets profit and loss statements
- Reads charts and graphs
- Uses business-related terminology
- Utilizes and comprehends business publications (trade journals/periodicals/ manuals)
- Utilizes and comprehends inter-departmental/company communications
- Utilizes and comprehends employee publications

Academic Knowledge and Skills

- SCI 3-4
- MAT 9-17
- SOC 1, 3, 13, 19, 21, 24-26, 28, 32-33, 47, 60, 63, 65
- COM 34-38, 40-45

8

Writing

Communicates thoughts, ideas, information, and messages in writing; and creates documents such as letters, directions, manuals, reports, graphs, and flowcharts.

Standard: Demonstrates the ability to communicate thoughts, ideas, information, and messages in writing by being able to create business documents (i.e., letters, memos, directions, manuals, reports, graphs, flowcharts); develop supporting documentation to the appropriate level of detail; revise for correct information and appropriate emphasis; and edit for form, grammar, spelling, and punctuation.

Occupational Knowledge and Skills

- Writes acknowledgments
- Writes business letters
- Writes electronic mail messages
- Writes executive summaries
- Writes letter reports
- Writes memorandums
- Writes news (publicity) releases
- Writes routine claims and adjustments
- Writes sales letter series
- Writes simple reports
- Writes thank you notes to customers/clients

Academic Knowledge and Skills

- SCI 4
- SOC 47, 50
- COM 21-33

Arithmetic/Mathematics

Performs basic computations and approaches practical problems by choosing appropriately from a variety of mathematical techniques.

Standard: Demonstrates the ability to perform basic computations by using numerical concepts and calculations (addition, subtraction, multiplication, division, fractions, percentages).

Occupational Knowledge and Skills

- Accepts customer/client checks for payment
- Calculates employee's gross and net pay
- Calculates goods/services related discounts
- Calculates net sales
- Calculates tax, discounts, and miscellaneous charges for purchases
- Completes charge sales transactions
- Completes sales checks
- Determines final cost of goods/services
- Makes change
- Prepares cash drawers/banks
- Reconciles a bank statement

Academic Knowledge and Skills

- MAT 1-8

Standard: Demonstrates the ability to perform basic mathematical logic by approaching business problems and choosing appropriately from a variety of mathematical techniques, use quantitative data to construct logical explanations for business situations, express mathematical ideas and concepts orally and in writing, and understand the role of chance in the occurrence and prediction of business events.

Occupational Knowledge and Skills

- Calculates the mean, median, and mode and understands the way in which index numbers and time series are used
- Calculates metric conversions
- Explains how a statistical sample might represent a numerical population or universe
- Identifies the significance of correlation and identifies appropriate applications
- Prepares charts and graphs from data
- Prepares employee scheduling charts based on data

Academic Knowledge and Skills

- SCI 4
- MAT 9-17, 19-25, 39
- SOC 47, 50, 53

10

Listening

Receives, attends to, interprets, and responds to verbal messages and other cues.

Standard: Demonstrates the ability to receive, interpret, and respond to verbal messages and other cues, such as body language, that are appropriate for a business situation.

Occupational Knowledge and Skills

- Demonstrates effective listening skills
- Listens to, understands, and follows verbal directions
- Interprets body language and other non-verbal cues

Academic Knowledge and Skills

- COM 3-5, 7, 9, 11, 13-14

Speaking

Organizes ideas and communicates orally.

Standard: Demonstrates the ability to organize ideas and communicate oral messages appropriate to listeners in a business situation.

Occupational Knowledge and Skills:

- Addresses people properly
- Asks questions when needed
- Conveys an appropriate voicemail message
- Explains the nature of effective verbal communications
- Handles incoming and outgoing telephone calls in a businesslike manner
- Makes oral presentations
- Participates in a teleconference/video conference
- Participates in conversations, discussions, and group presentations
- Speaks clearly and communicates a message
- Understands and responds to listener feedback
- Uses proper grammar and vocabulary
- Uses verbal language and other cues, such as body language, appropriate in style, tone, and level of complexity to the audience and the occasion

Academic Knowledge and Skills:

- SCI 1, 4
- SOC 5-6, 8
- COM 1-5, 7-8, 11-12, 14-15

12

Creative Thinking

Generates new ideas.

Standard: Demonstrates the ability to create new business-related ideas by using imagination freely, combine ideas or information in new ways; make connections between seemingly unrelated ideas and reshape goals in ways that reveal new possibilities.

Occupational Knowledge and Skills

- Demonstrates appropriate creativity
- Participates in brainstorming sessions
- Analyzes current business trends

Academic Knowledge and Skills

- SOC 1
- MAT 7-8
- SOC 49, 53, 55, 66, 68
- COM 53-63

Decision Making

Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.

Standard: Demonstrates effective business decision making skills by being able to specify goals and restraints, generate alternatives, consider risks, and evaluate and choose the best alternatives.

Occupational Knowledge and Skills

- Discusses moral philosophies used by people in ethical decision making
- Discusses the nature of the decision making process
- Establishes criteria for evaluating alternative responses to decision problems
- Explains techniques for group decision making
- Explains the nature of decision support systems
- Identifies alternative responses to decision making situations
- Identifies the decision making process (recognizes problem exists, searches for underlying cause, defines problem, refines problem, classifies problem, and defines additional goals)
- Identifies the relationship between decision making and risk
- Implements financial and non-financial analysis techniques to make decisions
- Projects outcomes of alternatives to decision problems

Academic Knowledge and Skills

- SCI 1
- MAT 9-17
- SOC 34, 37, 43, 51, 55
- COM 46-49, 55-63

14

Problem Solving

Recognizes problems and devises and implements plan of action.

Standard: Demonstrates the ability to solve business-related problems by recognizing that a problem exists, identifying possible reasons for the problem, devising and implementing a plan of action to resolve the problem, evaluating and monitoring the progress of an action plan, and revising plan as indicated by findings.

Occupational Knowledge and Skills

- Adapts to changing situations
- Describes the nature of problems faced by a business
- Explains approaches to effective planning
- Explains the nature of plans
- Handles customer/client complaints
- Uses analytical skills to solve problems and make decisions
- Utilizes the decision making process

Academic Knowledge and Skills

- SCI 1
- MAT 9-17
- SOC 8-10
- COM 62

15

Seeing Things in the Mind's Eye

Organizes and processes symbols, pictures, graphs, objects, and other information.

Standard: Demonstrates the ability to visualize business-related symbols, pictures, graphs, objects, and other information to organize and process data.

Occupational Knowledge and Skills

- Describes planning tools used by business (e.g., budgets, forecasts, financial statements, schedules)
- Utilizes business tools and techniques (e.g., control charts, fishbone diagrams, run charts, histograms, scatter diagrams, flowcharts)

Academic Knowledge and Skills

- SOC 47

16

Knowing How to Learn

Uses efficient learning techniques to acquire and apply new knowledge and skills.

Standard: Demonstrates the ability to acquire and apply new business knowledge and skills by using efficient learning techniques in both familiar and changing situations and by being aware of tools such as personal learning styles, formal learning strategies, and informal learning strategies.

Occupational Knowledge and Skills

- Describes how learning skills are required in the business field
- Explains the need for ongoing education as a worker and the short- and long-term impact
- Identifies the types of training and human resource development provided workers (i.e., training seminars, continuing education)
- Identifies the nature of management/ supervisory training

Academic Knowledge and Skills

- COM 63

17

Reasoning

Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.

Standard: Demonstrates the ability to discover a rule or principle underlying the relationship between two or more objects and apply it when solving a business-related problem.

Occupational Knowledge and Skills

- Uses logic to draw conclusions from available information
- Extracts rules or principles from a set of objects or written text
- Applies rules and principles to a new situation
- Determines which conclusions are correct when given a set of facts and a set of conclusions

Academic Knowledge and Skills

- MAT 33, 35-39
- COM 53-63

18

Responsibility

Exerts a high level of effort and perseveres toward goal attainment.

Standard: Demonstrates the ability to maintain high standards of attendance, punctuality, enthusiasm, vitality, and optimism in approaching and completing business-related tasks.

Occupational Knowledge and Skills

- Demonstrates initiative
- Demonstrates responsible behavior
- Demonstrates self-control
- Displays a high level of concentration even when assigned an unpleasant task
- Pays attention to detail
- Sets high standards

Academic Knowledge and Skills

- SOC 36, 42-43

19

Self-Esteem

Believes in own self-worth and maintains a positive view of self.

Standard: Demonstrates a belief in own self-worth and maintains a positive view of self in personal and business-related activities.

Occupational Knowledge and Skills

- Assesses personal interests and skills
- Shows awareness of impact on others
- Demonstrates an understanding of the relationship between personal behavior and self-concept
- Develops personality traits important to business
- Explains the concept of self-esteem
- Explains the concept of self-understanding
- Displays a knowledge of own emotional capacity and needs, and how to address them
- Identifies personal interests, abilities, and skills
- Maintains appropriate personal appearance
- Maintains positive attitude
- Uses feedback for personal growth

Academic Knowledge and Skills

- SOC 36, 42-43

Sociability

Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.

Standard: Demonstrates understanding, friendliness, adaptability, empathy, and politeness in new and ongoing group business settings.

Occupational Knowledge and Skills

- Addresses needs of individual personalities
- Asserts self in familiar and unfamiliar social and business situations
- Demonstrates empathy for others
- Demonstrates interest and enthusiasm
- Demonstrates orderly and systematic behavior
- Dresses appropriately for a job in business
- Relates well to others
- Responds appropriately to situations
- Takes interest in what others say and do
- Uses appropriate assertiveness

Academic Knowledge and Skills

- SOC 36, 42-43

21

Self-Management

Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.

Standard: Demonstrates the ability to asses one's own knowledge, skills, and abilities accurately in personal and business-related activities.

Occupational Knowledge and Skills

- Characterizes self as a self-starter
- Demonstrates orderly and systematic behavior
- Demonstrates initiative
- Exhibits self-control
- Monitors progress toward goal attainment
- Motivates self through goal attainment
- Responds to feedback unemotionally and non-defensively
- Sets well-defined and realistic personal goals
- Understands the concept of empowerment

Academic Knowledge and Skills

- SOC 36-37, 42-43

22

Integrity/Honesty

Chooses ethical courses of action.

Standard: Demonstrates the ability to be trusted and exhibits that trustworthiness in personal and business-related activities.

Occupational Knowledge and Skills

- Chooses an ethical course of action in all work assignments and personal involvement with others
- Demonstrates honesty and integrity
- Demonstrates responsible behavior
- Knows when a decision or behavior breaks with commonly held personal or societal values
- Understands the impact of violating beliefs and codes of an organization, self, or others

Academic Knowledge and Skills

- SOC 37, 43
- COM 46-48

23

Business, Marketing, and Information Management Competencies

The skill standards listings which follow were identified by Georgia business and industry representatives as the generic skills necessary for the broad cluster of occupations in this field. They are organized according to the Secretary's Commission on Achieving Necessary Skills (SCANS) report. The essential general workplace skills and safety skills were also identified by the Standards Development Team for this project.

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Time

Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

Standard: Demonstrates the ability to select goal-relevant activities, rank activities, allocate time, and prepare and follow schedules.

Occupational Knowledge and Skills

- Plans and organizes work
- Uses time management principles
- Utilizes project management techniques

Academic Knowledge and Skills

- MAT 9, 12-14
- SOC 32, 49

26

Money

Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives.

Standard: Demonstrates the ability to use or prepare budgets, make forecasts, keep records, and make adjustments to meet objectives for personal and business-related activities.

Occupational Knowledge and Skills

- Analyzes operating results in relation to budget
- Develops business budgets
- Develops expense control plans
- Defines a budget and explains its purpose
- Explains employee role in expense control
- Explains the nature of operating budgets
- Explains the nature of overhead/operating costs
- Uses budgets to control operations

Academic Knowledge and Skills

- MAT 1-17
- SOC 27

Materials and Facilities

Acquires, stores, allocates, and uses materials or space efficiently.

Standard: Demonstrates the ability to manage materials and facilities for personal and business-related activities.

Occupational Knowledge and Skills

- Acquires appropriate supplies for completion of a task
- Allocates and uses materials or space efficiently
- Explains the principles of facilities layout
- Stores supplies in an appropriate manner

Academic Knowledge and Skills

- MAT 26-27, 30
- COM 15

Human Resources

Assesses skills and distributes work accordingly, evaluates performance, and provides feedback.

Standard: Demonstrates the ability to understand the human element of a business workplace in assessing skills, distributing work, evaluating performance, and providing feedback.

Occupational Knowledge and Skills

- Assesses knowledge and skills of people
- Distributes work according to knowledge and skills of an individual
- Evaluates performance of an individual
- Provides feedback in an appropriate manner

Academic Knowledge and Skills

- COM 13, 21

Participating as a Member of a Team

Contributes to group effort.

Standard: Demonstrates the ability to participate as a member of a business team and contribute to the group effort.

Occupational Knowledge and Skills

- Demonstrates effective group membership skills
- Demonstrates interpersonal skills required for working with and for others
- Fosters positive working relationships
- Participates as a team member

Academic Knowledge and Skills

- COM 1-9, 11, 13-15

Teaching Others New Skills

Acts as trainer, mentor, instructor; coordinates instruction

Standard: Demonstrates the ability to teach others new skills in a business situation.

Occupational Knowledge and Skills

- Conducts staff meetings
- Gives directions for completing jobs tasks
- Orients new employees
- Participates in a coaching/mentoring situation

Academic Knowledge and Skills

- COM 1-9, 11, 13-15

Serving Clients/Customers

Works to satisfy customers' expectations.

Standard: Demonstrates the ability to satisfy a customer/client in a business situation.

Occupational Knowledge and Skills

- Describes factors affecting customer service
- Describes the customer focus of total quality management
- Directs customer/client to other locations
- Explains customer-service techniques useful in working with new clients/ customers or accounts
- Explains the concept of customer service
- Explains the nature of positive customer/client relations
- Handles customer inquiries
- Handles difficult customers/clients

Academic Knowledge and Skills

- MAT 1-40

Exercising Leadership

Communicates ideas to justify position, persuades and convinces others, and responsibly challenges existing procedures and policies.

Standard: Demonstrates the ability to provide leadership in a business organization or business-related activity.

Occupational Knowledge and Skills

- Describes leadership traits
- Describes the influence of corporate culture on employee motivation
- Explains leadership theories
- Explains the nature of leadership in organizations

Academic Knowledge and Skills

- SOC 16-17, 36, 57

Negotiating

Works toward agreements involving exchange of resources, and resolves divergent interests.

Standard: Demonstrates the ability to work toward agreement with customers/clients in business-related activities.

Occupational Knowledge and Skills

- Convinces others of point of view
- Handles customer/client complaints
- Handles situations when the customer/client is at fault
- Interprets business policies to customers/clients

Academic Knowledge and Skills

- COM 5, 8, 14

Working with Diversity

Works well with men and women from diverse backgrounds.

Standard: Demonstrates the ability to work in a business environment with individuals of different gender, cultures, lifestyles, attitudes, and abilities.

Occupational Knowledge and Skills

- Demonstrates respect for the feelings and beliefs of others
- Demonstrates an appreciation for the similarities and differences among individuals
- Describes stereotypes, biases, and discriminatory behaviors in a business environment
- Fosters positive working relationships in a business situation
- Recognizes personal biases and stereotypes

Academic Knowledge and Skills

- SOC 8, 15, 23, 30-31, 38, 43, 46
- COM 46-48

Acquiring and Evaluating Information

Reads, processes information, and follows directions.

Standard: Demonstrates the ability to identify, assimilate, and integrate business information from diverse sources.

Occupational Knowledge and Skills

- Describes methods of data collection (e.g., mail, telephone, interview, focus group)
- Describes sources of primary data
- Describes techniques for assessing information needs
- Describes techniques for assessing ongoing behavior
- Describes the nature and scope of business information management
- Describes the nature of business research
- Describes the role of estimating the value of research information
- Discusses sources of secondary data
- Explains the nature of the business research problem
- Explains the nature of validity and reliability
- Explains the need for business research information
- Explains the relationship between the research purpose and the research objectives
- Explains the role of ethics in business research
- Explains types of research approaches (e.g., observation, survey, experiment)

Academic Knowledge and Skills

- SCI 1
- MAT 9-17
- SOC 50-51
- COM 24, 31

Organizing and Maintaining Information

Interprets and clarifies directions, data, and information prepared by self and others.

Standard: Demonstrates the ability to prepare, maintain, and interpret quantitative and qualitative business data.

Occupational Knowledge and Skills

- Analyzes the use of databases in organizing business research data
- Determines features of information sources
- Explains the nature of information processing
- Identifies statistical packages that can be used to analyze business data

Academic Knowledge and Skills

- MAT 9, 16-17

Economics

Understands features of economic systems.

Standard: Demonstrates an understanding of features of economic systems as related to a business situation and an individual.

Occupational Knowledge and Skills

- Explains the concept of business cycles
- Explains the concept of competition
- Explains the concept of economic goods and services
- Explains the concept of economic resources
- Explains the concept of economics and economic activities
- Explains the concept of money
- Explains the concept of organized labor and business
- Explains the concept of price
- Explains the concept of private enterprise
- Explains the concept of productivity
- Explains the concept of profit
- Explains the concept of risk
- Explains the concept of specialization/division of labor
- Explains the concept of supply and demand
- Explains the concept of utility
- Explains the relationship of government and business
- Explains the types of economic systems

Academic Knowledge and Skills

- MAT 1-17
- SOC 13, 19, 20-22, 24-29, 31-34

Continued on Next Page

Economics *continued*

Standard: Demonstrates an understanding of various measures for gauging the effectiveness of an economic system.

Occupational Knowledge and Skills

- Describes labor statistics
- Describes the nature of national income
- Describes the nature of net national product
- Discusses the industrial production index
- Discusses the nature of taxes that businesses pay in the U.S.
- Discusses the nature of the consumer price index
- Explains measures of affluence
- Explains measures of population
- Explains measures of production
- Explains the concept of gross domestic product

Academic Knowledge and Skills

- MAT 1-17
- SOC 2, 7, 9-10, 19, 25-27, 32

Standard: Demonstrates an understanding of the global economy and how it affects a business and the individual.

Occupational Knowledge and Skills

- Describes efforts for developing a global economy
- Describes the nature of current economic problems
- Discusses the nature of barriers to world trade
- Evaluates influences on a nation's ability to trade
- Explains forms of international business activities
- Explains the nature of international trade
- Describes the impact of a global economy/increased competition on quality standards

Academic Knowledge and Skills

- SOC 7, 9-10, 11-14, 19, 24-28, 32

Business

Understands business-related concepts.

Standard: Demonstrates an understanding of business-related concepts.

Occupational Knowledge and Skills

- Describes current business trends
- Explains the concept of marketing
- Explains the concept of accounting
- Explains the concept of administration
- Explains the concept of finance
- Explains the concept of management
- Explains the concept of production
- Explains the nature of business activities
- Explains the relationship of business and society
- Explains the role of customer service in the business environment
- Explains the types of business ownership

Academic Knowledge and Skills

- MAT 1-17
- SOC 32

Marketing

Understands marketing concepts.

Standard: Demonstrates an understanding of the marketing concept, marketing mix, marketing practices, marketing distribution, and marketing promotion in business.

Occupational Knowledge and Skills

- Defines the marketing concept
- Describes the concept of market segmentation
- Describes the nature of marketing plans
- Describes the promotional mix
- Describes the purpose and importance of marketing
- Explains the concept of marketing strategies
- Explains the various distribution channels
- Identifies the components of the marketing mix
- Identifies the marketing functions and related activities
- Identifies the specific techniques utilized in sales promotion

Academic Knowledge and Skills

- MAT 1-17

Accounting/Finance

Understands the accounting/financial process.

Standard: Demonstrates an understanding of the accounting process and the interpretation of basic financial statements of a business.

Occupational Knowledge and Skills

- Explains the purposes and features of a balance sheet
- Explains the purposes and features of an income statement
- Explains the relationship between balance sheets and income statements
- Describes the basic language and procedures of the accounting process
- Interprets data from financial statements

Academic Knowledge and Skills

- MAT 1-17

Management

Understands the concept of management.

Standard: Demonstrates an understanding of the nature, purpose, and function of management.

Occupational Knowledge and Skills

- Identifies and applies the four functions of the management process (planning, organizing, directing, and controlling)
- Explains the concept of staffing
- Explains legal considerations in staffing
- Describes the history and elements of total quality management
- Explains the total quality management process
- Explains the relationship between span of control and delegation

Standard: Demonstrates an understanding of the organizational structure of business and principles of organization.

Occupational Knowledge and Skills

- Compares the nature of centralization with decentralization
- Describes the bureaucratic form of organization
- Describes the nature of human resource planning
- Describes the nature of organizational planning
- Discusses the non-bureaucratic forms of organization
- Explains the nature of organizational design

Business Ethics

Understands the concept of ethical behavior in business.

Standard: Demonstrates an understanding of ethical behavior as it applies to business conduct.

Occupational Knowledge and Skills

- Identifies ethical business practices
- Describes business actions that must be evaluated as right or wrong
- Describes employee theft ramifications
- Describes ethical conflict created by internal business activities
- Describes ethics in personnel issues
- Describes ethics in pricing
- Describes ethics in providing misleading information
- Describes the role of ethics in advertising
- Describes unfair business practices
- Describes unfair competition practices
- Describes the role of ethics in advertising
- Describes unfair business practices
- Describes unfair competition practices
- Discusses elements of opportunity and conflict in the ethical decision making process
- Discusses ethics in procurement of financing
- Discusses trade secret regulations
- Discusses trade/business secret ethics
- Distinguishes business ethics from social responsibility
- Describes the impact of an organization's structure and culture on ethical decision making
- Explains ethics in sales

Academic Knowledge and Skills

- SOC 46

Legal

Understands the impact of laws on business.

Standard: Demonstrates an understanding of government regulations and interprets laws that apply to business.

Occupational Knowledge and Skills

- Describes the regulatory power and functions of selected federal agencies (i.e., Environmental Protection Agency, Federal Communications Commission, Equal Employment Opportunity Commission, Food and Drug Administration, Occupational Safety and Health Administration)
- Describes standards provided by the Fair Labor Standards Act
- Describes the nature of credit laws
- Differentiates between expressed and implied warranty
- Distinguishes among business law and other kinds of law
- Explains consumer credit protection legislation
- Explains the nature of the Uniform Commercial Code
- Explains the purpose of bankruptcy and reorganization as they relate to businesses
- Explains the scope of competition regulations
- Explains the scope of harassment laws
- Identifies the nature of legally binding contracts

Academic Knowledge and Skills

- SOC 35, 38, 41-42

Monitoring and Correcting Performance

Distinguishes trends, predicts impact on system operation, diagnoses deviations in systems performance, and corrects malfunctions.

Standard: Demonstrates the ability to identify trends in the operation of a business for the purpose of predicting impacts and taking corrective measures.

Occupational Knowledge and Skills

- Describes the inventory cycle and identifies various inventory control techniques
- Evaluates the various factors that influence the operation of a business
- Identifies basic forecasting techniques and data sources

Academic Knowledge and Skills

- MAT 12-14, 17

Improving or Designing Systems

Suggests modifications to existing systems and develops new or alternative systems to improve performance.

Standard: Demonstrates the ability to provide insight into the factors that may hinder a business operation and identify suggested improvements or modifications to improve performance.

Occupational Knowledge and Skills

- Identifies the nature of continuing improvement strategies for a business

Selecting Technology

Chooses procedures, tools, or equipment including computers and related technology.

Standard: Demonstrates the ability to describe and select computer hardware, software, and related technologies associated with business applications.

Occupational Knowledge and Skills

- Describes business applications of computers
- Describes the scope of computer systems
- Explains the fundamental components of a computer system
- Explains the impact of technology on business
- Operates a calculator
- Operates an electronic data capture machine
- Operates a register/POS terminal
- Operates a cellular phone
- Operates a fax machine
- Operates a modem
- Uses networking LAN technology
- Utilizes business application software (word processing, database, spreadsheet, and desktop publishing)

Academic Knowledge and Skills

- MAT 4, 8, 19

Applying Technology to Task

Understands overall intent and proper procedures for setup and operation of equipment.

Standard: Demonstrates the ability to apply computer hardware, software, and related technologies associated with business applications to a related task by understanding overall intent and proper procedures for setup and operation of equipment.

Occupational Knowledge and Skills

- Demonstrates basic functions performed in the business use of computers and related technologies
- Prints documents, spreadsheets, and database lists/reports
- Utilizes basic software programs related to business (word processing, database, spreadsheet, and desktop publishing) to create documents and reports

Academic Knowledge and Skills

- MAT 1-8, 25, 35

Maintaining and Troubleshooting Equipment

Prevents, identifies, or solves problems with equipment including computers and other technologies.

Standard: Demonstrates the ability to maintain and troubleshoot business-related equipment including computers and other technologies to prevent, identify, or solve problems.

Occupational Knowledge and Skills

- Demonstrates correct usage of computer hardware, software, and related technology
- Handles technology related equipment properly
- Uses equipment as directed

General Occupational Knowledge and Skills

The following section includes the general workplace knowledge and skills that will provide a job seeker with the tools to secure employment and perform safely in a professional manner. This worker will be able to understand the basic economic ramifications of employment and when it becomes necessary to transition successfully to new employment.

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Employability Skills

Undertakes employment search strategies.

Standard: Demonstrates the ability to identify an appropriate business career objective, select a position in business for which qualified, prepare the appropriate written documents for employment, and complete the interview process.

Occupational Knowledge and Skills

- Assesses the value of work
- Completes a job application
- Creates a useable resume using word processor
- Determines job opportunities
- Dresses appropriately for a job interview
- Identifies personal occupational requirements
- Identifies skills needed by employers
- Identifies techniques for finding a job
- Identifies tentative occupational interests
- Writes a letter of application

Academic Knowledge and Skills

- COM 1-2, 5, 7, 11, 17, 21, 23, 33

Accepting Employment

Undertakes procedures for successful job acceptance.

Standard: Demonstrates the proper skills necessary for successful transition to a business-related work environment.

Occupational Knowledge and Skills

- Accepts or rejects employment offer
- Completes Employee's Withholding Allowance Certification Form W-4

Academic Knowledge and Skills

- MAT 1-40
- COM 2, 23

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